



WEBSITE CONTENT GUIDE

Learn more at
NAF.ORG

Follow us on      
@NAFCAREERACADS

NAF ACADEMY WEBSITE GUIDE

The NAF Academy Website Guide is a great resource for anyone looking to create a website to showcase their NAF academy. Regardless of whether your academy already has its own website or is featured on your high school's website, this guide provides valuable content to help you accurately describe your academy.

Building a NAF academy website is an excellent way for students to develop their future ready skills, regardless of the academy pathway they are in. Make sure to include hyperlinks to relevant content on naf.org so that users can learn more and [download NAF logos](#) to use on your website, or [request a custom NAF academy logo](#) if you don't already have one. By linking your messaging and branding to the national NAF Network, you can establish credibility for your academy and attract students, business partners, community leaders, and donors.

If you have any questions, feel free to contact NAF's Marketing and Communications team at communications@naf.org.

Tips

Before you get started, here are some simple tips to improve the user experience of your website:

- [Make your website mobile-friendly](#). As you create content, it's important to keep checking how the content displays on a mobile screen. You can do this by testing a preview of the page on a mobile device or on desktop by right-clicking on the page, clicking Inspect, and toggling between screen sizes at the top left of the developer panel that appears on the right.
- [Improve your website's accessibility and SEO](#) by describing the action you'd like your user to take on buttons or hyperlinks. Instead of using phrases like "click here" or "learn more", use more action-specific language like "learn about our academy". When adding photos to your website, don't forget to include [alt text](#). This not only helps folks who are using screenreaders to visualize your content but also helps with making your website more discoverable on search engines.
- [Use high-resolution images that showcase how your academy benefits students and the community](#). These can include pictures of work-based learning activities, students interacting with each other, cheerful group photos, and volunteer activities. To help with branding, you may also consider using photos that include the NAF logo as a banner or merch. If you need help obtaining a banner or NAF merchandise, don't hesitate to reach out to your Portfolio Manager.

How to Refer to Your NAF Academy

If you have more than one academy at your school the title should be:
NAF Academies at _____ High School

If you have just one academy at your school the title should be:
NAF Academy of _____ at _____ High School



HOW TO ORGANIZE YOUR WEBSITE

When creating a website, it's important to prioritize the look and feel of your homepage and organize your content into sections that can be easily navigated through a main menu. The main menu displays on each webpage while on desktop and as a “hamburger” while on mobile.

Group your content into sections based on what folks might look for, like learning about who you are or how to get involved. Each section may include subsections as individual pages, if you wish – consider the user experience. If you plan to share specific content, like a list of academy pathways that you offer, consider making it its own page.

Here are website sections we recommend:

Section 1: HOMEPAGE

The homepage is the perfect place to give an overview of who you are, your highlights, recent news and announcements, and calls to action. You can take inspiration from naf.org or miaminafacademies.org.

Section 2: ABOUT

Use this section to speak to who you are, what you do, and where you are located. Here are some recommended content to include:



About NAF

NAF is a national leader in career-connected education that expands access to real-world learning opportunities for high school students. NAF has grown from one NAF Academy of Finance in New York City to hundreds of academies across the country focusing on growing industries including finance, hospitality & tourism, information technology, engineering, and health sciences; and support programs of study that are aligned with the National Career Clusters Framework. NAF also expands access to opportunities for students beyond NAF academies through additional programming and products. Learn more at naf.org and follow us on social @NAFCareerAcads.



About Our NAF Academy

The _____ High School has [number] of NAF academies preparing our students for their futures. Our NAF academy pathways include: [list the pathways here].

Note: if you have multiple pathways, consider creating a page for your pathways with a description and photo for each, called Academy Pathways. Check out naf.org for inspiration:

<https://naf.org/our-academies/career-pathways/>

HOW TO ORGANIZE YOUR WEBSITE

Our NAF academy (or academies) is implemented using the NAF Design:

- **Curriculum and Instruction:** NAF curricula is created in partnership with industry professionals and is designed around projects that help students make connections across subject areas, acquire valuable workplace skills, and see their education as a step toward long-term career success.
 - Add information about the specific courses your NAF academy offers.
 - Add a link to NAF's Curriculum page: <https://naf.org/innovation-and-products/naf-curriculum>. For example, to learn more about our Curriculum and Instruction, [click here](#).
- **Work-Based Learning:** Work-based learning is an instructional strategy that connects what students are learning in class with the world of work. Students learn from real business professionals about careers and industries that they may not otherwise have known about (and the skills needed to be successful in those areas). [Outcomes-Driven Work-Based Learning](#) activities throughout the [NAF Student Journey](#) fall on a continuum building from career awareness, to career exploration, then finally career preparation. Activities include career fairs, worksite tours, mock interviews, job shadows, internships, and more.
 - Add any specific examples of how your NAF academy implements work-based learning
- **Advisory Board:** NAF advisory boards provide an essential bridge between NAF academies and the workplace. An advisory board is a group of business and community leaders who volunteer to play an active role in developing their future workforce by shaping talent in high school. Our advisory board is comprised of leaders in [briefly describe the roles/fields represented on your advisory board]. They meet regularly to provide guidance on industry-relevant curriculum and organize work-based learning activities.
 - List your NAF academy's advisory board members and/or the companies they are involved in.
 - Add a call to action: If you're interested in joining the advisory board, please sign up. [You can create your own sign-up form here. We recommend using Google Forms.]
 - Add a link to NAF's advisory board page for more information: <https://naf.org/partner-with-us/become-a-naf-advisory-board-member/>

Benefits of Joining a NAF Academy

As part of the national NAF Network, NAF academies have access to an array of opportunities and resources to support their professional needs and further the success of NAF academies.

- **Higher Senior Graduation Rate**
 - NAF academies boast a [99% senior graduation rate](#). NAF academy graduates complete college faster, earn more, and have stronger ties to their communities than their peers.
- **Work-Based Learning Opportunities**
 - NAF students have the opportunity to expand learning beyond the classroom into the workforce. Our NAF academy is supported by a local advisory board that provides college and career workshops, job shadows, and internships!



HOW TO ORGANIZE YOUR WEBSITE

- [Career-Connected Curricula](#)

- Our curricula align with competencies identified by industry partners, professional organizations, and postsecondary institutions as essential for success in college and career.
- NAF students gain exposure to different career paths, helping students to make informed decisions for college attendance and career goals.

- [NAF Alumni Network](#)

- Students become part of a national network that they can tap into all throughout their careers. Learn more about the [NAF Alumni Network](#).

How to Join

Include information on how to sign up to join your academy. This can include contact information, office room number, and when students can apply to join.

Contact Us

Include contact information for your NAF academy and the links to your social media accounts! NAF academy social media accounts are a great way to engage students, teachers, parents, and business partners while creating a sense of pride around the NAF academy.

Section 3: GET INVOLVED

Volunteer

Join thousands of volunteers across the country by getting involved with _____ High School's NAF academies [or Academy of _____]! Many opportunities exist for you to share your time and expertise with NAF academy teachers and students.

Contact _____ to learn more [Direct them to whomever makes the most sense for your NAF academy: academy director/site coordinator, lead teacher, advisory board chair, etc.]

Volunteer opportunities may include:

- Mentoring students
- Presenting an in-class presentation or workshop about your industry
- Leading a workshop on resume writing, interviewing techniques, or other college and career skills
- Participating in mock and informational interviews
- Hosting a job shadow
- Providing a paid internship
- Collaborating with teachers to help integrate industry trends into curriculum
- Joining the advisory board



HOW TO ORGANIZE YOUR WEBSITE

Corporate Engagement

Is your company interested in shaping America's future workforce with highly-skilled talent? There are many ways companies, like Verizon, KPMG, and Lenovo, interact with NAF academies at the local and national levels to make a difference in the lives of young people. If you are interested in providing any of the below opportunities, please contact [insert name and email address here].

- Scholarships
- App development challenges
- Sponsorships
- Internships
- Start Up Awards
- Hackathons
- Business development projects
- Other innovative projects

NAF Alumni Network

NAF Academy Alumni – get connected to the NAF Alumni Network by [becoming a member](#) (membership is 100% FREE) and joining [NAF's Alumni Network's LinkedIn group](#). Be sure to follow [@NAFCareerAcads on Instagram](#) for alumni news and spotlights.

Section 4: NEWS AND EVENTS

- This is where you can highlight NAF academy news and events. Examples of NAF academy events include: student/parent information session, career fair, field trips, speakers, etc.
- You can also link to any articles that are written about your NAF academy or videos about your NAF academy students.

Section 5: DONATE

If your NAF academy does any fundraising, this would be a good place to solicit donations. Customize with your own content.

